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A SURVEY OF ALUMNI OF
SOUTH DAKOTA STATE UNIVERSITY

BY

CHARLES FREDRICK CECIL

A thesis submitted
in partial fulfillment of the requirements for
the degree Master of Arts, Major in
Journalism, South Dakota
State University

1970

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A SURVEY OF ALUMNI OF
SOUTH DAKOTA STATE UNIVERSITY

This thesis is approved as a creditable and independent investigation by the candidate for the degree, Master of Arts, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Adviser

Date

Head, Department of Journalism
and Mass Communication

Date

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CFC

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CHAPTER I

INTRODUCTION

Cass and Birnbaum's Comparative Guide to American Colleges, New and Enlarged Edition, which purports to list every accredited four-year college in the United States, is a volume of over seven hundred pages containing more than eleven hundred college and university listings. The book provides such information for these institutions as enrollment figures, admission requirements, academic environment, student body profiles, religious orientation, campus life, and annual costs.

An examination of the book, however, reveals what to many might seem a startling omission. There is no reference made to alumni--that most important and probably only enduring product of these institutions.

The omission of this information, however, is understandable. Most colleges and universities do not have the time nor the resources to obtain and maintain data on graduates, except for their current addresses. And until recent years, information on alumni was not considered to be of prime importance.

As more and more graduates were added to alumni rolls; as salaries earned by college graduates increased; and as costs for

conducting the business of colleges and universities increased, the need for an interested and concerned alumni body became more important because of the realization of the merits of good public relations programs.

In its eighty-eight years of existence, South Dakota State University has granted 17,020 degrees.¹ Of this number, over fourteen thousand living alumni remain on the rolls of the Alumni Association.

No study of alumni of South Dakota State University has ever been conducted. Administrators of the university as well as officials of the Alumni Association of South Dakota State University felt there was a need to obtain information on alumni. This thesis will attempt to gather alumni information not now available but needed for the following reasons:

1. Obtain an evaluation of the university's programs from those who have availed themselves of those programs;
2. Gather demographic information on alumni which until now has not been available;
3. Gather information on what types of employment into which graduates enter;
4. Obtain financial data on alumni to better carry out the university's efforts in fund raising and public relations;

¹ Admissions and Records Office, South Dakota State University (includes figures to winter commencement, January, 1969).

5. Obtain information on the attitudes of the graduates and on their opinions of the state of South Dakota, which is presently being sought by administrators and public officials of South Dakota;
6. Determine as best as possible the graduate's contributions to society;
7. Obtain information which can be used to assist the university in planning future courses of action;
8. Establish a beginning for an ongoing study of alumni.

This study is not an end in itself. Aside from its immediate value, it is hoped that it will stimulate future similar studies and result in comparisons.

A study of this type should give a picture of the activities, professional and otherwise, in which graduates are engaged. It is actually one frame, or still picture, in a rapidly moving drama of everyday life of an important segment of people related to the university. This study, in a sense, stops the cameras for a split second to assess the life happenings of a group of people sharing one common bond.

CHAPTER II

METHODOLOGY

Since the fall of 1886, when Marcus Antonius Saylor became the first graduating "class" and "alumni body" of South Dakota State University, 17,020 persons have graduated from the university.²

Of those, 14,429 remain on the rolls in the South Dakota State University Alumni Association record books. The remaining 2,123 are either deceased or are permanently missing from the rolls. The Alumni Office maintains addresses for 13,340 of the 14,429. It is estimated that between 800 and 1,000 of these addresses are not current because of the mobility of college graduates for about ten years following graduation. Therefore, between 5 and 10 per cent of the Alumni Association alumni addresses are probably outdated.

The figure of 13,340 was the alumni universe from which was selected a listing of 6,670 alumni. This was accomplished by taking from the computer tape of alumni address records every other alumnus listed.

² South Dakota State University Admissions and Records Office.

By reducing the universe in this manner, expenses for the outgoing and return mailings were reduced by one-half. Also, this method of alternate selection eliminated the possibility of a husband-wife alumni combination receiving the questionnaire.

Of the 6,670 alumni who received questionnaires, 2,734 had South Dakota addresses. The remaining 3,936 had addresses outside the state of South Dakota.

Questionnaires, including an introductory letter from South Dakota State University President H.M. Briggs, and return postage-paid envelopes, were mailed in mid-November 1968, by first-class mail. Returns started arriving within three days and continued through August, 1969. However, the number of returns arriving diminished in January, 1969, to a point where it was deemed advisable to effect a cutoff date in order to begin the task of computer tape preparation. Since that cutoff date, approximately 150 additional questionnaires arrived which were not included in this study.

Between mid-November, 1968, and mid-January, 1969, a total of 1,473 questionnaires was received. Only one response was deemed invalid and removed from the study. The total return of questionnaires was 1,472, or 22 per cent. The returns represented 11 per cent of the total alumni universe with available addresses.

Returns (with the exception of the Class of 1915) represented

responses from graduates of all classes since 1910 and from members of the classes of 1907, 1905, 1901, 1898, and 1889.

Questions included in the questionnaire can be placed into nine general categories:

1. Demographic Information
2. Attitudes Toward South Dakota State University
3. Employment Information
4. Financial Information
5. Attitudes Toward The State Of South Dakota
6. Alumni Contributions To Community And Society
7. Political Philosophy
8. Attitudes Toward Religion
9. Leisure Time Activities

The questionnaire was not sectionalized by these general categories; rather, the questions related to each category were presented in a mixed fashion. It was reasoned, for instance, that if all questions relating to financial matters of alumni were included in one particular section of the questionnaire, the respondent might not answer those more personal questions relating to financial matters. By placing questions of this type at various locations within the questionnaire, it was hoped that the respondent would not be as aware that his financial standing was being investigated. The same reasoning applies to all the other categories.

CHAPTER III

FINDINGS

Of the 1,472 respondents in this study, 1,427 received degrees³ from one of the six major colleges presently comprising South Dakota State University. Thirty-six respondents indicated they received degrees in other special, but now defunct, programs of the university. Nine respondents failed to mark a college enrollment.

Responses from graduates of the College of Arts and Science made up the largest portion of the sample. Graduates of that college returning questionnaires numbered 400, or 28.03 per cent of the total number giving a college indication. On the Alumni Association rolls, 20.44 per cent are graduated from this college. In 1968, the on-campus enrollment within the College of Arts and Science at South Dakota State University was 28.45 per cent of the total enrollment. In 1958, the College of Arts and Science had

³ Within the past several years, efforts have been made by the Alumni Office to maintain addresses of former students. However, this has not been successful and it is estimated by the Alumni Office that only a small portion of those on the alumni address rolls are not graduates. Most persons on the address rolls are graduates of South Dakota State University.

18.93 per cent of the total university enrollment.

A total of 361 graduates of the College of Agriculture and Biological Sciences completed questionnaires. This is 25.30 per cent of the total returns on which a college was designated. On the Alumni Association rolls, 23.92 per cent are graduates of this college. In 1968, on-campus enrollment within the College of Agriculture and Biological Sciences made up 20.90 per cent of the total university enrollment. In 1958, graduates of this college made up 21.10 per cent of the university enrollment.

Indicating they had graduated from the College of Engineering were 356 respondents, or 24.84 per cent of the total responding to the question. Engineering graduates comprise 19.36 per cent of the Alumni Association rolls. In 1968, on-campus enrollment in the College of Engineering comprised 14.20 per cent of the total university enrollment, and in 1958, that college had 27.45 per cent of the total university enrollment.

One hundred forty-three graduates, or 10 per cent of those responding were graduates of the College of Home Economics. On the Alumni Association rolls, 8.66 per cent are graduates of this college. This compares with an on-campus enrollment within the college in 1968 of 8.22 per cent of the total enrollment, and with 6.61 per cent of the total enrollment in 1958.

Indicating they had graduated from the College of Pharmacy

were 126 alumni, or 8.83 per cent of the total returns indicating a college. The Alumni Association rolls show 7.34 per cent of all alumni to be graduates of this college. This compares with 5.40 per cent of the enrollment in 1968 within the College of Pharmacy, and 6.60 per cent of total university enrollment in 1958.

Forty-three (3.00 per cent) of the alumni returning questionnaires indicated they graduated from the College of Nursing. On the Alumni Association rolls, 3.33 per cent are graduates of this college. This compares with a 1968 enrollment within that college which comprised 6.26 per cent of the total university enrollment. In 1958, 3.79 per cent of the total university enrollment was made up of students within the College of Nursing.

Graduate students and those enrolled in general registration in 1958 made up 15.52 per cent of the enrollment. In 1968, this group comprised 6.57 per cent of enrollment. A total of 16.95 per cent of those on the Alumni Association rolls have no college indication.

Most questionnaires came from alumni living in South Dakota, Minnesota, and Iowa (see Table 1).

Marital Status of Alumni

Of the 1,467 alumni responding to the question on marital

TABLE 1

NUMBER RESPONDING BY CLASS AND PER CENT OF CLASS POPULATION
FROM ADJACENT STATES 1950-1968

Class	<u>South Dakota</u>		<u>Minnesota</u>		<u>Iowa</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
1968	26	29.54	19	21.59	6	6.81
1967	16	25.39	13	20.63	8	12.69
1966	16	22.85	13	18.57	6	8.57
1965	17	29.31	11	18.96	8	13.79
1964	24	43.63	11	20.00	5	9.09
1963	21	33.30	12	19.04	6	9.52
1962	11	23.40	11	23.40	6	12.76
1961	12	20.03	20	33.89	6	10.16
1960	13	14.77	20	22.72	9	10.22
1959	15	16.66	21	23.33	9	10.00
1958	14	21.21	19	28.78	2	3.03
1957	18	30.00	11	18.33	6	10.00
1956	13	30.23	9	20.93	5	11.62
1955	5	17.80	6	21.42	1	.04
1954	11	35.48	4	12.90	1	.04
1953	10	38.46	4	15.38	1	.04
1952	15	46.17	5	15.62	0	0
1951	12	30.76	10	25.64	3	7.69
1950	15	30.61	14	28.57	1	.04

status, 1,272 indicated they were married and 147 indicated they were single. The largest "single" grouping was among graduates from the classes of the 1960 decade. Two alumni responding said they are separated from their spouses, and ten alumni answered they are divorced. Seven of the ten alumni who indicated they were divorced graduated since 1950. Four of those seven divorced alumni graduated since 1960. Thirty-six respondents were widowed.

Of alumni now living in South Dakota who responded, 335 were married, 42 were single, 1 was separated, 3 divorced, and 11 widowed.

Sex of Respondents

Of the 1,463 persons answering the question, 79 per cent were male and 21 per cent were female. This compares with a 1968 school year breakdown of enrollment of 65 per cent male and 35 per cent female.⁴

Of alumni now living in South Dakota, 29 per cent of the respondents were female and 71 per cent male. For the nation, exclusive of South Dakota-based alumni, 22 per cent were female and 78 per cent male.

Family Size

Alumni have an average of 2.03 children, the study revealed.

⁴ South Dakota State University Admissions and Records Office.

For the 1930-39 decade, graduates reported an average of 2.37 children. For the 1940-49 decade, graduates responding reported an average of 3.18 children. Graduates in the 1950-59 decade reported an average of 2.57 children. For the graduates from 1960 to 1968, the average number of children was 1.25.

Age of Respondents

Ages of alumni responding to the questionnaire ranged from 21 to 93, with 62.52 per cent in the age bracket from twenty to forty years of age. For alumni living in South Dakota who responded, 61.32 per cent were in the age bracket from twenty to forty. For alumni responding who lived in states other than South Dakota, 64.36 per cent were in the age group from twenty to forty (see Tables 2, 3, and 4).

A total of 592 of the respondents were graduated between 1960 and 1968, 455 between 1950 and 1959, 171 between 1940 and 1949, 135 between 1930 and 1939, 81 between 1920 and 1929, and 23 before 1920. Fifteen alumni did not indicate a year of graduation.

Location of Alumni

A total of 1,446 respondents answered the question, "Where do you presently live?" For the information given below, small town shall indicate populations of up to 2,500 residents; small city, 2,501 to 25,000 residents; medium city, 25,001 to 100,000

TABLE 2
AGE OF ALUMNI RESPONDING TO SURVEY
BY SEX, NUMBER, AND PER CENT

Age	Male	Female	Total	Per Cent of Total Response
20-25	123	65	188	13.85
26-30	185	65	250	17.49
31-35	218	48	266	18.61
36-40	161	33	194	13.57
41-45	106	24	130	9.09
46-50	97	26	123	8.60
51-55	62	20	82	5.73
56-60	50	21	71	4.95
61-65	46	22	68	4.74
66-over	27	20	47	3.27
Totals	1,075	344	1,419	100

TABLE 3
AGE OF NON-SOUTH DAKOTA RESPONDENTS
BY SEX, NUMBER AND PER CENT

Age	Male	Female	Total	Per Cent of Response
20-25	105	43	148	14.23
26-30	136	42	178	17.09
31-35	170	32	202	19.40
36-40	119	23	142	13.64
41-45	73	18	91	8.74
46-50	66	14	80	7.68
51-55	51	13	64	6.14
56-60	32	13	45	4.33
61-65	37	17	54	5.19
66-over	21	16	37	3.56
Totals	810	231	1,041	100%

TABLE 4
AGE OF SOUTH DAKOTA RESPONDENTS
BY SEX, NUMBER AND PER CENT

Age	Male	Female	Total	Per Cent of Response
20-25	28	22	50	12.88
26-30	49	23	72	18.55
31-35	48	16	64	16.49
36-40	42	10	52	13.40
41-45	33	6	39	10.06
46-50	31	12	43	11.09
51-55	11	7	18	4.64
56-60	18	8	26	6.71
61-65	9	5	14	3.61
66-over	6	4	10	2.57
Totals	275	113	388	100%

residents; big city, 100,001 to 500,000 residents; and metropolis, over 500,000 residents.

The number of alumni who indicated they live on farms amounted to 101, or 6.98 per cent of all respondents; in small towns, 254 or 17.56 per cent; small city, 422 or 29.18 per cent; medium city, 288 or 19.92 per cent; big city, 167 or 11.55 per cent; and metropolis, 214 or 14.80 per cent (see Table 5).

Of the 379 graduates of the College of Agriculture who responded, 56 (14.7 per cent) live on farms, 71 (18.7 per cent) live in small towns, 104 (27.4 per cent) live in small cities, 70 (18.5 per cent) live in medium cities, 32 (8.5 per cent) live in big cities, and 46 (12.2 per cent) live in metropolitan areas.

Of the 342 graduates of the College of Engineering, 9 (2.6 per cent) live on farms, 18 (5.3 per cent) in small towns, 81 (23.7 per cent) in small cities, 70 (20.5 per cent) in medium cities, 71 (20.8 per cent) in big cities, and 93 (27.1 per cent) in metropolitan areas.

Of the 128 graduates of the College of Pharmacy who responded, 2 (1.5 per cent) live on farms, 39 (30.5 per cent) live in small towns, 32 (25.0 per cent) live in small cities, 37 (28.9 per cent) in medium cities, 9 (7.0 per cent) in big cities, and 9 (7.0 per cent) in metropolitan areas.

Of the 137 graduates of the College of Home Economics who

TABLE 5
PERCENTAGE OF ALUMNI POPULATION
BY LIVING AREA

<u>Location</u>	<u>College Graduated</u>							Total Per Cent
	Agriculture	Engineering	Pharmacy	Home Economics	Nursing	Arts and Science	Other	
Farm	55.44	8.91	1.98	14.85	2.97	12.87	2.97	100
Small Town	27.95	7.08	15.34	11.41	1.18	33.46	3.54	100
Small City	24.64	19.19	7.58	12.08	35.54	29.62	3.31	100
Medium City	24.30	24.30	9.37	7.98	4.86	28.12	1.04	100
Big City	19.16	42.51	5.38	5.38	1.79	23.35	2.39	100
Metropolis	21.29	43.05	4.16	4.62	3.24	22.22	1.38	100

responded, 15 (10.9 per cent) live on farms, 29 (21.2 per cent) in small towns, 51 (37.2 per cent) in small cities, 23 (16.8 per cent) in medium cities, 9 (6.6 per cent) in big cities, and 10 (7.3 per cent) in metropolitan areas.

Of the 45 graduates of the College of Nursing who responded, 3 (6.6 per cent) live on farms, 3 (6.6 per cent) live in small towns, 15 (33.3 per cent) live in small cities, 14 (31.1 per cent) live in medium cities, 3 (6.6 per cent) live in big cities, and 7 (15.8 per cent) live in metropolitan areas.

Of the 391 graduates of the College of Arts and Science who responded, 13 (3.3 per cent) live on farms, 85 (21.7 per cent) live in small towns, 125 (32.0 per cent) live in small cities, 81 (20.7 per cent) live in medium cities, 39 (10.0 per cent) live in big cities, and 48 (12.3 per cent) live in metropolitan areas.

Year Graduated

At least one member of every class back to the Class of 1916 responded to the questionnaire. None from the Class of 1915 responded. From the Class of 1914 and earlier classes, response was inconsistent. The most responses came from the members of the Class of 1968, with 89 members returning questionnaires. Members of the Class of 1960 returned 88 questionnaires.

The highest average return by decade of graduation came from those alumni who graduated between 1950 and 1959. Of the total alumni from those classes, responses from the graduates of

the years 1950 to 1959 represent a return of 10.40 per cent. For the period 1960 to 1968, 9.10 per cent of all alumni returned questionnaires. The figure for the period 1940 to 1949 was 8.97 per cent; for 1930 to 1939, 9.70 per cent; and for 1920 to 1929, 8.40 per cent. For the classes graduating before 1920, the return of questionnaires represented 8.40 per cent of all alumni on record for that period. Questionnaires returned by decade were: 1960 to 1968, 592; 1950 to 1959, 455; 1940 to 1949, 171; 1930 to 1939, 135; 1920 to 1929, 81; before 1920, 23; and no class indicated, 15.

Advanced Degrees Earned by Graduates

A total of 380 responding alumni reported earning either the Master of Arts or the Master of Science degree. Of alumni having either of these degrees, 54 per cent earned them from South Dakota State University (see Tables 6 and 7).

A total of 93 responding alumni had the doctoral degree, with 84 per cent earning that degree at institutions other than South Dakota State University.

Twenty-five per cent of all alumni responding to the questionnaire said they had earned the Master of Arts or Master of Science degree. Holders of the doctoral degree amounted to 6.50 per cent of all responding alumni.

Of the 93 doctoral graduates who responded, 14, or

TABLE 6
ADVANCED DEGREE HELD--YEAR GRADUATED

Year	MS-MA South Dakota State University		MS-MA Other Institution		Doctorate South Dakota State University		Doctorate Other Institution	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1960-68	103	66.88	51	33.12	3	13.04	20	76.96
1950-59	67	54.03	57	45.97	3	8.57	32	91.43
1940-49	17	45.45	20	54.05	1	9.00	10	91.00
1930-39	8	21.05	30	78.95	3	16.66	15	83.44
1920-29	9	39.13	14	60.87	2	33.33	4	66.66
1910-19	2	66.66	1	33.33	0	0	0	0
1900-09	1	100.00	0	0	0	0	0	0
TOTALS	207	54.47	173	45.53	12	12.90	81	87.10

TABLE 7
ADVANCED DEGREES BY COLLEGE GRADUATED

College	MS-MA South Dakota State University		MS-MA Other Institution		Doctorate South Dakota State University		Doctorate Other Institution	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
Agriculture	60	58.25	43	41.75	7	17.00	34	83.00
Engineering	24	38.70	38	61.30	2	13.33	13	86.67
Pharmacy	7	63.63	4	36.37	3	37.50	5	62.50
Home Economics	7	38.88	11	61.22	0	0	2	100.00
Nursing	1	25.00	3	75.00	0	0	0	0
Arts and Science	83	53.89	71	46.11	0	0	25	100.00
Other	22	88.00	3	12.00	0	0	2	100.00
TOTALS	204	54.40	173	45.60	12	12.90	81	87.10

15 per cent, reside in South Dakota. Of the 380 graduates who indicated they held either the Master of Arts or the Master of Science degree, 79, or 20 per cent, said they live in South Dakota.

Portion of College Expenses Earned by Graduates

More than nine of ten alumni answering the question about working to provide part of their college expenses said they had helped pay for at least a portion of their educational costs. Only 135 of the 1,472 (9.19 per cent) said they did not earn any of the money required for their college education at South Dakota State University.

A total of 344, or 23.36 per cent, said they earned from 1 to 24 per cent of their total education costs. Twenty-one per cent of the respondents indicated they earned from 25 to 49 per cent of their educational costs. A total of 294 alumni, or 19.97 per cent, said they earned from 50 to 74 per cent of their educational costs, and 391 alumni, or 26.50 per cent, said that part-time work paid 75 to 100 per cent of all college educational costs.

Husband-Wife Alumni

Of the 1,330 respondents who are married, 449 indicated they are married to a former student or graduate of South Dakota State University; i.e., 33.75 per cent of alumni responding have a

spouse who is either a graduate or a former student at South Dakota State University.

Opinions of Education Received

Alumni were asked to rate their opinion of the education they received at South Dakota State University by checking one of the following statements which they felt most closely coincided with their own opinions:

1. My education was an advantage to me and I am delighted that I attended.
2. My education was an advantage to me, but I wish that I had gone to school elsewhere.
3. My education was not an advantage to me, but I am pleased I attended.
4. I regret having attended South Dakota State University.

A total of 1,244, or 85.50 per cent, said they found their education to be an advantage to them, and were delighted they attended. Ten and one-half per cent, or 133 alumni, said their education was an advantage, but they wish they had gone to school elsewhere. Thirty alumni, or 2.50 per cent, said their education was not an advantage to them, but they are pleased they attended South Dakota State University. Five, or 0.04 per cent of the alumni responding, said they regret having attended. Twelve alumni, or 1.00 per cent, did not answer the question.

Present Interest in South Dakota State University

Alumni were asked to select one of five choices which most closely described their present feelings toward their alma mater. The choices were: "Vitaly interested," "Interested," "Slightly interested," "Not interested," and "Never think of SDSU anymore."

Alumni indicating they were "vitaly interested" totaled 132, or 8.96 per cent of alumni answering the question. Indicating they were "interested" in their alma mater were 907 alumni, or 61.60 per cent. Specifying "slightly interested" were 409 graduates, or 27.70 per cent. Those who were "not interested" in South Dakota State University numbered 14, or 0.09 per cent. Eight alumni said they never thought of South Dakota State University anymore, and two alumni did not answer the question.

Reasons for Selecting South Dakota State University

Alumni responding gave many different reasons for selecting South Dakota State University for their college education. The most common reasons given included location, availability of courses, majors offered, colleges or degrees offered, academic reputation, costs of education, influence of friends or alumni, receiving a scholarship from the college, size of the college, impressions from campus visits, influence of a faculty member, and a democratic, friendly atmosphere among students and staff.

Location of South Dakota State University ranked as the primary reason for selection by the student. Five hundred twenty-four respondents, or 27.50 per cent, gave this as the main influencing factor.

A total of 406, or 21.30 per cent of the responding alumni, mentioned the availability of courses, majors, colleges, or degrees as their reason for selecting South Dakota State University. The academic reputation of the school was given as the reason that 317, or 16.60 per cent, selected South Dakota State University. Costs influenced the decision of 160 students, or 11.10 per cent. The influence of friends or alumni was the reason given by 80, or 5.50 per cent. The next most important influence was the fact that the student received a scholarship. Sixty-four responses singled out this fact. Sixty students said the site of the school was their reason for attending. Nineteen said they were impressed by the university during a campus visit. Influenced by a faculty member were 17; 8 indicated they liked the democratic, friendly atmosphere; and 29 gave other reasons for selecting South Dakota State University.

While location was the major factor in selection of the school, availability of courses was the second most important factor for all but graduates in the years 1960 to 1968. Those graduates rated the reputation of the university as the second most important factor, with availability of courses being the

third most important influencing factor.

Other rankings of influencing factors for graduates from 1960 to 1968 were: costs, fourth; influence of friends and alumni, fifth; scholarship received, sixth; and size of school, seventh.

Opinions of Admissions Requirements

More than half of the respondents indicated that they felt admissions requirements at South Dakota State University were "about right." Twenty-four thought requirements were "too high." Alumni who believed admissions requirements were "not high enough" totaled 117. A total of 473 alumni said they did not feel they were qualified to comment on the question.

Dislikes as a Student

In an open-ended question, recipients of the questionnaire were asked to list what they disliked most about South Dakota State University while they were students. A wide variety of opinions was expressed, but most could be classified in the following areas (the number in parentheses is the number of times the dislike was mentioned on questionnaires): inadequate, unqualified staff members (117); inadequate physical facilities (116); weak academic programs in some areas (76); food service (117); residence hall treatment of students (49); lack of social activities (47); conservative attitude of staff and

administrators (45); inadequate Physical Education Building (40); the attitude of Brookings residents toward the student (36); lack of counseling (34); required courses for males in Reserve Officer Training Corps (26); cold weather (25); lack of course choice (23); lack of girls (20); the agricultural image of the school (20); attitude of the South Dakota Legislature toward higher education (18); stress placed on athletics (16); inadequate automobile parking facilities (13); the registration procedure (11); lack of part-time jobs (11); out-of-state tuition charges (9); required payment of an activity fee (8); and the lack of courses in the humanities (7).

The four most often mentioned dislikes by decade of graduation were, in ranking order: 1960-1968, inadequate, unqualified staff members; inadequate physical facilities; conservative attitude of staff and administrators; and food service-residence hall treatment of students; 1950-1959, inadequate physical facilities; inadequate, unqualified staff; weak academic programs; and lack of social activities; 1940-1949, inadequate, unqualified staff; inadequate facilities; lack of counseling; and weak academic programs in some areas; 1930-1939, lack of counseling; inadequate, unqualified staff; weak academic programs; and inadequate physical facilities; 1920-1929, weak academic programs; inadequate, unqualified staff; inadequate Physical Education Building; lack of social activities/required ROTC; and before 1920,

inadequate physical facilities, and required ROTC.

Student Likes

Respondents were asked, in an open-ended question, to indicate those things which they liked most about South Dakota State University when they were students, and which they are proudest of now as alumni. The most common things mentioned, with the number of times given in parentheses, were: academic reputation of South Dakota State University (188); athletic teams (166); friendliness of students (163); friendliness and interest of staff (138); traditions and school spirit (121); specific college, department, or course (101); caliber of fellow students (93); beauty of the campus (79); caliber of the staff (70); individual staff member's impression on student (66); band and music programs (63); other extracurricular activities (53); opportunities at the university (42); lack of snobbishness among students (41); size of university (31); everything (31); Hobo Day (27); military (9); lack of fraternities (9); buildings and physical facilities (6); Harvey Dunn art collection (3); Christian atmosphere (2); just being a part of SDSU (2); and low cost (2).

The most often mentioned source of pride by decade graduated, listed in order of rank, were: 1960-1968, athletic teams (88); academic reputation (82); friendliness of students (56); friendliness and interest of staff (47); individual staff

member (46); traditions and spirit (45); campus beauty (44); and specific college, department, or course (41); 1950-1959, friendliness of students (66); academic reputation (63); friendliness and interest of staff (54); athletic teams (45); specific college, department, or course (27); caliber of students (25); and tradition and spirit (24); 1940-1949, traditions and spirit (34); academic reputation (20); friendliness of students (19); specific college, department, or course (14); friendliness and interest of staff (12); campus beauty (9); and band and music programs (9); 1930-1939, caliber of staff (16); academic reputation (15); athletic teams (14); band and music programs (13); caliber of students (12); traditions and spirit (11); and specific college, department, or course (11); 1920-1929, friendliness and interest of staff (11); friendliness of students (10); athletic teams (9); caliber of staff (8); and academic reputation (8); and before 1920, friendliness and interest of staff (4); opportunities (4); athletic teams (3); and friendliness of students (3).

Attitudes Toward Winning Athletic Teams

Alumni were asked to select from the choices "much," "little," "depends on game," and "not at all," which most nearly described their feeling about winning or losing by the South Dakota State University athletic teams. A total of 161 alumni, or 10.90 per cent of 1,472, said that winning or losing games has

"much" effect on their attitude toward South Dakota State University. Alumni who said winning or losing affected their attitude "little" numbered 449, or 30.50 per cent. Eighty-three alumni, or 5.60 per cent, said the win or loss "depends on the game." Fifty per cent of alumni said winning or losing has no effect on their attitude. Forty-three alumni, or 3 per cent of all those returning questionnaires, did not answer the question.

Alumni Occupations--Major Relationship

Nearly 63 per cent of all alumni responding said there was considerable relationship between their present occupations and their major fields of study while in college. A total of 284, or 19.29 per cent, said there was "some" relationship, and 108, or 7.33 per cent, said there was "little" relationship between their present jobs and their major fields of study. A total of 109 alumni, or 7.40 per cent, said there was no relationship between their jobs and their major fields of study.

Number of Firms of Employment

Of the 1,427 respondents who answered the question relating to the number of different firms for which they had worked since graduation, 459, or 31.18 per cent, said they are still with their original employer. Three hundred and eighty-two alumni, or 25.95 per cent, said they have worked for two employers, and 250, or 16.98 per cent, said they have worked for three employers since

graduation. A total of 112, or 7.60 per cent, were employed by four different firms, and 57, or 3.87 per cent, by five different firms since graduation. Thirty-six alumni reported working for six firms, and 11 alumni said they have worked for seven firms. Eight alumni have been employed by eight firms, and 12 alumni said they have worked for nine or more different employers.

Times Moved from One Location to Another

Most alumni reported moving from one location to another from one to three times since graduation. Two hundred and fifty-seven, or 17.45 per cent, said they have moved once, not counting the move from South Dakota State University following graduation. A total of 255, or 17.32 per cent, said they have moved twice, and 213, or 14.47 per cent, said they have moved three times. A total of 133, or 9.03 per cent, said they have moved four times. Sixty-two, or 4.21 per cent, moved five times; 60, or 4.07 per cent, six times; 36, or 2.44 per cent, seven times; 35, or 2.37 per cent, eight times; and 54, or 3.66 per cent, nine or more times.

Moves Into and Out of South Dakota

Sixty per cent of the graduates not now living in South Dakota, who answered the questionnaire, said they moved from the state immediately after graduating from college. Thirty-three per cent said they lived in South Dakota for a period of time after graduating, but have since moved from South Dakota to

another state. Seven per cent said they moved from the state following graduation, moved back to South Dakota later, but have since moved from South Dakota again and are now living in another state.

Sixty per cent of those alumni living in South Dakota who answered the questionnaire have lived in the state since graduation. The remaining 40 per cent of the graduates who now live in South Dakota said they left the state after graduating, but have since returned.

Attitude of Alumni Toward South Dakota State University Alumni Association

Most alumni answering the questionnaire said they had not participated in a scheduled alumni activity within the past five years. Of the 1,436 who answered this question, 316, or 22 per cent, said they had participated in an alumni activity within the past five years.

Alumni were asked to rate the association from "very active," to "active," or "inactive."

A total of 104 of the respondents said they felt the Alumni Association was "very active." This represents 7.24 per cent of all answering this question. A total of 849 alumni, or 59.12 per cent of all alumni answering the question, said they felt the association was "active." A total of 88, or 6.12 per cent of the respondents, felt the association was inactive. Giving no

opinion were 395 alumni, or 27.52 per cent of all alumni answering the questionnaire (see Appendix A).

Religious Preference of Alumni Respondents

Most alumni responding said they considered themselves Protestants. A total of 1,157 alumni, or 76 per cent of all responding, so identified themselves. The number of Catholics responding was 262, or 17.43 per cent of all responding. Two alumni indicated membership in the Jewish faith, 13 gave other faiths, and 69 alumni indicated they did not have membership in any denomination.

Eight hundred and two alumni, or 54.48 per cent of all respondents, said they attend religious services at least once each week.

Alumni who said they attend church at least twice a week numbered 87, or 5.9 per cent. Attending church at least once a month were 179 alumni, or 12.16 per cent of all responding. Attending at least twice a month were 193 alumni, or 13.1 per cent. Attending at least once a year were 3.2 per cent of all respondents, and at least twice a year, 5.9 per cent of all respondents. Fifty alumni, or 3.3 per cent, said they never attend church.

Most graduates said they believe in a Supreme Being. Twenty-six alumni said they did not believe in a Supreme Being,

and 70 said they were not sure if they believe in a Supreme Being. Twenty-nine alumni said they hold no opinion on the matter, and 38 respondents did not answer the question.

More than 90 per cent of alumni responding said they have not changed their religious affiliation since college. A total of 135, or 9.20 per cent, said they have changed affiliation.

Alumni Financial Information

For this portion of the study, two methods of reviewing data were used. The question pertaining to salary and income on the questionnaire had multiple-choice foils for present annual gross income. In addition, alumni were also given an opportunity to list their exact annual gross income via an open-ended question.

Many of the alumni are self-employed; therefore, gross annual income reported in many instances may be the gross income of a farm or other business owned by the graduate. Thus, the first portion of this study relates to the use of all specific financial information, combining data from both self-employed and salaried alumni.

Later in this section is a report on a study of male, salaried alumni and another report on salaries of female alumni.

Annual Gross Income

Eighty per cent of the 1,181 alumni responding to the question reported an exact annual gross income figure. Six alumni

reported annual gross incomes of over \$50,000. Of these, one graduate of the Class of 1958 reported an annual gross income of \$80,000. Two alumni reported gross incomes of \$60,000 annually, and three respondents said they had incomes of \$50,000 annually.

As shown in Table 8, peak earning years for alumni come about 35 years after graduation. Members of the classes of 1930, 1931, 1932, and 1933 reported gross annual incomes of between \$17,000 and \$23,000.

Salaries Paid Male Alumni

For this portion of the study, only male alumni graduating from 1930 to 1968, who said they do not own their own business and who said they are not retired, were included. Alumni were asked on the questionnaire to report their gross annual income, and as pointed out earlier, it was therefore necessary to remove those alumni whose reported gross annual income may have included the gross income from a farm or business they owned.

For all male, salaried alumni included in the study, 187 (27.2 per cent) lived in South Dakota, and 681 (72.8 per cent) lived in other states. Six (24 per cent) alumni in this study who earned less than \$5,000 annually live in South Dakota. Nineteen (76 per cent) in this bracket live in other states. South Dakota alumni who said they earned from \$5,000 to \$9,999 numbered 81, or 45.2 per cent of alumni within this salary

TABLE 8
DEGREE HELD, SEX, AND SALARY CORRELATION
BY YEAR GRADUATED

Class	Number Reporting Salary	Average Salary	BS-BA Male	BS-BA Female	MS-MA Male	MS-MA Female	Doctoral Degree* Average Salaries
1925	3	\$18,666	\$10,000(1)	---	---	---	\$23,000(2)
1926	11	13,318	15,187(8)	\$ 7,500(2)	---	\$10,000(1)	---
1927	8	13,375	15,200(5)	---	\$12,000(2)	7,000(1)	---
1928	9	15,555	17,400(5)	12,000(2)	14,500(2)	---	---
1929	10	13,340	17,540(5)	5,750(2)	11,666(3)	---	---
1930	10	19,860	16,500(4)	20,000(1)	19,000(3)	15,600(1)	40,000(1)
1931	11	17,209	18,312(8)	7,800(1)	17,500(2)	---	---
1932	11	17,718	16,700(5)	7,700(2)	23,666(3)	---	25,000(1)
1933	12	26,008	24,300(7)	10,000(1)	18,500(2)	---	47,500(2)
1934	15	15,233	15,950(10)	9,333(3)	25,000(1)	16,000(1)	---
1935	6	15,000	17,000(1)	7,666(3)	---	---	25,000(2)
1936	10	16,050	16,500(5)	8,000(1)	17,500(4)	---	---
1937	9	17,777	18,200(5)	6,000(1)	22,000(1)	---	20,500(2)
1938	15	15,286	15,583(6)	7,500(2)	14,075(4)	12,000(1)	26,500(2)
1939	18	19,588	19,900(10)	8,600(1)	18,000(4)	---	24,333(3)
1940	15	17,260	15,990(10)	---	19,666(3)	---	20,000(4)
1941	15	18,800	20,450(10)	10,750(2)	22,000(1)	---	17,000(2)
1942	19	18,550	22,600(10)	6,115(2)	17,750(4)	10,000(1)	16,500(2)
1943	14	15,571	15,562(8)	---	13,333(3)	10,000(1)	21,750(2)
1944	4	11,925	25,000(1)	7,566(3)	17,500(2)	---	---
1945	5	14,120	17,500(2)	8,300(2)	---	---	19,000(1)
1946	8	14,575	18,200(5)	8,533(3)	---	---	---
1947	14	15,857	17,625(8)	5,000(2)	17,750(4)	---	---
1948	21	16,938	16,381(11)	---	13,642(7)	---	26,666(3)
1949	25	13,926	15,893(17)	6,600(4)	11,525(3)	---	17,000(1)
1950	44	15,888	16,960(32)	11,712(4)	13,928(7)	12,000(1)	---
1951	35	14,737	13,559(22)	7,000(1)	15,125(8)	---	22,375(4)
1952	28	15,457	15,331(19)	8,000(1)	15,083(6)	---	21,500(2)
1953	24	14,270	14,531(16)	10,000(1)	12,500(4)	---	16,666(3)
1954	27	15,018	17,708(12)	6,625(4)	14,142(7)	---	16,875(4)
1955	19	14,284	14,155(9)	9,000(1)	15,285(7)	---	14,000(2)
1956	40	14,287	15,250(21)	4,800(4)	14,735(10)	11,000(1)	18,425(4)
1957	47	15,136	15,382(35)	10,500(2)	14,714(7)	10,000(1)	19,500(2)
1958	58	15,424	15,607(38)	---	14,781(6)	9,000(1)	18,666(3)
1959	75	13,331	14,045(51)	6,387(4)	13,428(4)	9,750(4)	15,500(2)
1960	79	12,991	13,846(52)	7,267(5)	12,055(18)	---	13,250(4)
1961	51	12,762	13,357(35)	7,000(1)	11,460(10)	7,900(2)	15,333(3)
1962	41	12,258	12,707(26)	12,750(2)	10,522(9)	9,000(2)	17,000(2)
1963	51	10,541	10,748(28)	9,360(5)	10,489(14)	8,500(2)	13,000(2)
1964	49	9,673	10,519(26)	6,916(6)	9,566(15)	8,500(1)	7,000(1)
1965	48	9,876	9,876(34)	7,187(4)	10,450(6)	7,000(1)	13,266(3)
1966	57	8,821	9,050(29)	7,432(12)	10,130(13)	6,483(3)	---
1967	54	8,442	9,100(28)	6,551(12)	8,718(11)	8,866(3)	---
1968	65	7,979	7,854(35)	6,275(20)	11,472(9)	---	15,000(1)

*Note: Only one holder of the doctoral degree giving salary figure was a female.

bracket. A total of 98 alumni, or 54.8 per cent in this income bracket, were from other states.

Alumni living in South Dakota who reported a salary in the range from \$10,000 to \$14,999 numbered 69, or 17.2 per cent of all alumni reporting this wage bracket, while 332, or 82.8 per cent, live in other states. For alumni reporting incomes of more than \$25,000, four, or 11 per cent, live in South Dakota and 32, or 89 per cent, live elsewhere.

Similar comparisons by decade of graduation are given in Tables 9, 10, 11, and 12.

Salaries of Male Graduates by College

Of male graduates from 1930 to 1968 reporting salaries of less than \$5,000 annually, 44 per cent graduated from the College of Agriculture. Sixteen per cent said they graduated from the College of Engineering, and 40 per cent said they graduated from the College of Arts and Science.

Of male graduates reporting salaries of \$5,000 to \$9,999, 44.2 per cent said they graduated from the College of Agriculture, while 12.8 per cent said they graduated from the College of Engineering. Four per cent said they graduated from the College of Pharmacy, and 39 per cent from the College of Arts and Science.

Of male graduates reporting salaries from \$10,000 to \$14,999, 28.5 per cent said they graduated from the College of

TABLE 9
SALARIES OF 1960-1968 SOUTH DAKOTA STATE
UNIVERSITY GRADUATES BY LOCATION

	<u>South Dakota</u>		<u>Other States</u>	
	Number	Per Cent	Number	Per Cent
Less than \$5,000	6	24.00	19	76.00
\$5,000-9,999	44	31.60	95	68.40
\$10,000-14,999	23	12.00	168	88.00
\$15,000-24,999	3	8.10	34	91.90
Over \$25,000	0	0	7	100.00
TOTALS	76	19.04	323	80.60

TABLE 10
SALARIES OF 1950-1959 SOUTH DAKOTA STATE
UNIVERSITY GRADUATES BY LOCATION

	<u>South Dakota</u>		<u>Other States</u>	
	Number	Per Cent	Number	Per Cent
Less than \$5,000	0	0	0	0
\$5,000-9,999	33	97.00	1	3.00
\$10,000-14,999	31	18.90	133	81.10
\$15,000-24,999	14	12.30	99	87.70
Over \$25,000	0	0	7	100.00
TOTALS	78	24.52	240	75.48

TABLE 11

SALARIES OF 1940-1949 SOUTH DAKOTA STATE
UNIVERSITY GRADUATES BY LOCATION

	<u>South Dakota</u>		<u>Other States</u>	
	Number	Per Cent	Number	Per Cent
Less than \$5,000	0	0	0	0
\$5,000-9,999	4	100.00	0	0
\$10,000-14,999	10	31.20	22	78.80
\$15,000-24,999	2	4.60	41	95.40
Over \$25,000	3	37.50	5	62.50
TOTALS	19	21.84	68	78.16

TABLE 12

SALARIES OF 1930-1939 SOUTH DAKOTA STATE
UNIVERSITY GRADUATES BY LOCATION

	<u>South Dakota</u>		<u>Other States</u>	
	Number	Per Cent	Number	Per Cent
Less than \$5,000	0	0	0	0
\$5,000-9,999	0	0	2	100.00
\$10,000-14,999	5	35.70	9	64.30
\$15,000-24,999	8	23.50	26	76.50
Over \$25,000	1	7.10	13	92.90
TOTALS	14	21.88	50	78.12

Agriculture, 36.1 per cent from the College of Engineering, 8.3 per cent from the College of Pharmacy, 1.3 per cent from the College of Home Economics, and 26.8 per cent from the College of Arts and Science.

Of male graduates reporting salaries of \$15,000 to \$24,999, 28 per cent said they graduated from the College of Agriculture, 52.7 per cent from the College of Engineering, 3.5 per cent from the College of Pharmacy, and 15.8 per cent from the College of Arts and Science.

Of male graduates reporting salary figures of over \$25,000 annually, 30.6 per cent were graduates of the College of Agriculture, 33.3 per cent of the College of Engineering, 1.4 per cent of the College of Pharmacy, 1.4 per cent of the College of Home Economics, and 33.3 per cent of the College of Arts and Science.

Salaries earned by male graduates according to college graduated, and divided by decade of graduation, are shown in Tables 13, 14, 15, and 16. Salaries earned by years of graduation for the graduates of the 1930's are shown in Table 17; for graduates of the 1940's, Table 18; for graduates of the 1950's, Table 19, and for graduates of the 1960's, Table 20.

Salaries Earned by Female Graduates

A total of 159 women representing classes back to 1920 reported salary earnings. Reporting a salary of less than \$5,000

TABLE 13
SALARIES OF 1930-1939 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY COLLEGE

College	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
Agriculture					4	28.50	9	26.50	3	21.40
Engineering					4	28.50	14	41.20	7	50.00
Pharmacy			1	50.00	1	7.30	1	2.90		
Home Economics										
Nursing										
Arts and Science			1	50.00	5	35.70	10	29.40	4	28.60
TOTALS			2	100.00	14	100.00	34	100.00	14	100.00

TABLE 14
SALARIES OF 1940-1949 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY COLLEGE

College	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>	
	Number	Per cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
Agriculture			2	50.00	14	46.70	14	37.80	3	37.50
Engineering			1	25.00	9	30.00	22	59.40		
Pharmacy					1	3.30	1	2.80	1	12.50
Home Economics										
Nursing										
Arts and Science			1	25.00	6	20.00			4	50.00
TOTALS			4	100.00	30	100.00	37	100.00	8	100.00

TABLE 15

SALARIES OF 1950-1959 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY COLLEGE

College	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
Agriculture	11	75.00	20	58.80	42	32.80	25	24.70	3	43.00
Engineering	4	7.69	5	14.70	42	32.80	54	53.50	2	28.50
Pharmacy					11	8.60	5	5.00		
Home Economics										
Nursing										
Arts and Science	11	40.74	9	26.50	33	25.80	17	16.80	2	28.50
TOTALS	25	100.00	34	100.00	128	100.00	101	100.00	7	100.00

TABLE 16

SALARIES OF 1960-1968 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY COLLEGE

College	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
Agriculture	11	44.00	54	41.00	42	22.80	9	26.50	2	28.50
Engineering	4	16.00	16	12.10	72	39.10	17	50.00	3	42.90
Pharmacy			6	4.50	16	8.70	4	9.80		
Home Economics					1	0.30			1	14.30
Nursing										
Arts and Science	10	40.00	56	42.40	53	28.80	5	14.70	1	14.30
TOTALS	25	100.00	132	100.00	184	100.00	34	100.00	7	100.00

TABLE 17

SALARIES OF 1930-1939 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY YEAR GRADUATED

Year	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>		<u>TOTALS</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1930					1	16.60	2	33.40	3	50.00	6	100.00
1931			1	13.50	2	29.50	4	57.00			7	100.00
1932					1	16.60	3	50.00	2	33.40	6	100.00
1933							3	75.00	1	25.00	4	100.00
1934					3	50.00	2	33.40	1	16.60	6	100.00
1935							2	100.00			2	100.00
1936					2	25.00	5	62.50	1	12.50	8	100.00
1937					1	16.67	4	66.66	1	16.67	6	100.00
1938			1	11.10	4	44.50	3	33.30	1	11.10	9	100.00
1939							6	60.00	4	40.00	10	100.00

TABLE 18
SALARIES OF 1940-1949 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY YEAR GRADUATED

Year	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>		<u>TOTALS</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1940			2	14.30	3	21.40	7	50.00	2	14.30	14	100.00
1941					5	50.00	5	50.00			10	100.00
1942							6	66.60	3	33.40	9	100.00
1943					5	62.50	3	37.50			8	100.00
1944									1	100.00	1	100.00
1945							3	100.00			3	100.00
1946					1	33.30	1	33.30	1	33.30	3	100.00
1947					4	66.60	2	33.40			6	100.00
1948					8	53.30	6	46.70			14	100.00
1949			2	11.20	6	33.30	10	55.50			18	100.00

TABLE 19
SALARIES OF 1950-1959 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY YEAR GRADUATED

Year	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>		<u>TOTALS</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1950			4	14.80	11	40.70	10	37.00	2	7.50	27	100.00
1951			2	7.70	11	42.30	13	50.00			26	100.00
1952			2	10.50	10	52.60	6	31.60	1	5.30	19	100.00
1953			5	25.00	6	30.00	9	45.00			20	100.00
1954			1	7.20	10	71.40	3	21.40			14	100.00
1955			1	6.30	8	50.00	7	43.70			16	100.00
1956			2	9.20	8	36.30	12	54.50			22	100.00
1957			4	13.00	18	58.00	9	29.00			31	100.00
1958			7	15.00	23	48.90	17	36.10			47	100.00
1959			6	11.70	29	55.70	17	32.60			52	100.00

TABLE 20
SALARIES OF 1960-1968 SOUTH DAKOTA STATE UNIVERSITY
GRADUATES BY YEAR GRADUATED

Year	<u>Less than \$5,000</u>		<u>\$5,000-9,999</u>		<u>\$10,000-14,999</u>		<u>\$15,000-24,999</u>		<u>Over \$25,000</u>		<u>TOTALS</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1960			12	24.00	35	70.00	2	4.00	1	2.00	50	100.00
1961			10	29.40	21	61.60	1	3.00	2	6.00	34	100.00
1962			7	20.50	25	73.50	1	3.00	1	3.00	34	100.00
1963	2	4.80	11	26.80	26	63.40	1	2.50	1	2.50	41	100.00
1964			17	42.50	22	55.00	1	2.50			40	100.00
1965	1	2.60	14	35.90	22	56.40			2	5.10	39	100.00
1966	6	12.00	22	44.00	19	38.00	1	2.00	2	4.00	50	100.00
1967	5	12.80	23	58.90	11	28.30					39	100.00
1968	11	25.00	23	52.20	10	22.80					44	100.00

were 98 graduates (61.60 per cent). The number of women who reported salaries of from \$5,000 to \$9,999 was 36 (22.60 per cent). Women who said they earned from \$10,000 to \$14,999 amounted to 17, or 10.70 per cent of those responding. Reporting salaries of \$15,000 and over were eight (5.10 per cent) women graduates. Of this 5.10 per cent, 0.70 per cent earned more than \$25,000 a year.

Of women who graduated in the 1960's who responded to the questionnaire, 72, or 75.80 per cent, said they earned less than \$5,000 annually. Reporting salaries of from \$5,000 to \$9,999 were 17 female graduates, or 17.90 per cent of the women who graduated in the 1960's. Six women graduating in the 1960's (6.30 per cent) who responded said they earned from \$10,000 to \$14,999.

Of women who graduated in the 1950's, 13, or 50 per cent, said they earned less than \$5,000 annually. Six women (23 per cent) said they earned from \$5,000 to \$9,999, and five, or 19.30 per cent, reported earning salaries of \$10,000 to \$14,999. Reporting salaries of over \$15,000, but less than \$25,999, were two graduates, or 7.70 per cent of these 1950 to 1959 responding women graduates.

Of women who graduated in the 1940's who responded, nine, or 45 per cent, reported salaries of less than \$5,000. Seven women, or 35 per cent, said they earned from \$5,000 to \$9,999; three women, or 15 per cent, said they earned from \$10,000 to \$14,999; and one graduate, or 5 per cent, said she earned

from \$15,000 to \$24,999 annually.

Of women who graduated in the 1930's, four, or 30.80 per cent, said they earned less than \$5,000 annually, and four, or 30.80 per cent, reported salaries from \$5,000 to \$9,999 annually. Earning from \$10,000 to \$14,999 were two women, or 15.40 per cent. The same percentage (15.40) said they earned from \$15,000 to \$24,999, and one respondent (7.6 per cent) said she earned over \$25,000 annually.

Five women who graduated in the 1920's reported salary figures. Two women (40 per cent) said they earned from \$5,000 to \$9,999. One woman (20 per cent) said she earned from \$10,000 to \$14,999, while two women (40 per cent) said they earned from \$15,000 to \$24,999 annually.

Alumni Owning Businesses

A total of 199, or 13.60 per cent of the 1,456 respondents to the question, indicated they own their own businesses. The percentages of those alumni indicating they own their own businesses, by decade of graduation, include the following:

- 28.50 per cent of all alumni who graduated from 1910 to 1919;
- 17.20 per cent of all alumni who graduated from 1920 to 1929;
- 32.30 per cent of all alumni who graduated from 1930 to 1939;
- 25 per cent of all alumni who graduated from 1940 to 1949;
- 23.50 per cent of all alumni who graduated from 1950 to 1959;

and 5 per cent of all alumni who graduated from 1960 to 1968.

Of those graduates owning businesses, 16.90 per cent are graduates of the College of Agriculture, 9.20 per cent are graduates of the College of Engineering, 46 per cent are graduates of the College of Pharmacy, 11.40 per cent are graduates of the College of Home Economics, 4.60 per cent are graduates of the College of Nursing, and 7.70 per cent are graduates of the College of Arts and Science. Four and four-tenths per cent of those alumni who own a business did not specify a college.

Forty-one per cent of the alumni-owned businesses have been in operation by the alumni owner for 11 or more years. Thirty-four per cent of alumni-owned businesses are 5 or less years old. Owning businesses from 6 to 10 years are 24 per cent of the alumni.

Ownership of Stocks and Bonds

Alumni responding, who indicated they own stocks and bonds, numbered 981, or 68.20 per cent of the total of 1,438 alumni answering this question.

The percentages of alumni owning stocks or bonds, by decade of graduation, are: before 1910, 80 per cent; 1910 to 1919, 83 per cent; 1920 to 1929, 82.70 per cent; 1930 to 1939, 85.50 per cent; 1940 to 1949, 81.20 per cent; 1950 to 1959, 74 per cent; and 1960 to 1968, 52 per cent.

Hospitalization Insurance

A total of 1,362, or 92.50 per cent of all alumni responding, said they have hospitalization insurance. Of the 1,362 who have this insurance, 1,163 are covered under the group insurance system.

Living Quarters

A total of 697 alumni, or 47 per cent of the 1,472 respondents, said they lived in a house which they are currently buying. A total of 294, or 20 per cent of responding alumni, live in homes they have paid for. One hundred and sixty-four alumni, or 11.50 per cent, rent houses; 207 alumni, or 14.50 per cent, live in apartments or rooms; and 91 alumni, or 7 per cent, live in other shelters, including trailer homes and military units.

Sixty per cent of all alumni responding who graduated before 1910 live in homes they own outright. For graduates from 1910 to 1919, 66.66 per cent live in their own homes; 1920 to 1929 graduates, 71.60 per cent; 1930 to 1939 graduates, 48.10 per cent; 1950 to 1959 graduates, 13.40 per cent; and 1960 to 1968 graduates, 5.70 per cent.

Twenty per cent of alumni responding, who graduated before 1910; 1.10 per cent of alumni graduating from 1910 to 1919; 16 per cent from 1920 to 1929; 35.50 per cent graduating from 1930 to 1939; 56.10 per cent from 1940 to 1949; 69.80 per cent graduating

from 1950 to 1959; and 36.30 per cent graduating from 1960 to 1968 are paying for their homes.

Renting homes are 2.90 per cent of the graduates within the 1930 to 1939 range; 5.20 per cent of the graduates in the decade 1940 to 1949; 7.40 per cent of the graduates in the 1950 to 1959 range; and 19 per cent of the graduates in the 1960 to 1968 range.

Living in apartments or rooms are 4.80 per cent of responding members of the classes from 1920 to 1929; 9.60 per cent of the respondents graduating from 1930 to 1939; 1.10 per cent of those graduating from 1940 to 1949; 4.40 per cent of the respondents from 1950 to 1959; and 28 per cent of the graduates who responded from the classes of 1960 to 1968.

A total of 4.80 per cent of the graduates responding from the classes of 1920 to 1929 live in other shelters, as do 3.70 per cent of the respondents from the classes of 1930 to 1939; 3.50 per cent from the classes of 1940 to 1949; 4.10 per cent of those from 1950 to 1959; and 9.10 per cent of those responding from the classes of 1960 to 1968.

Number of Cars Owned by Alumni

Alumni responding own an average of 1.59 automobiles. The average number of automobiles owned by graduates before 1910 is 1.66 vehicles per alumnus responding. For alumni graduating between 1910 and 1919, responding alumni reported an average of

1.60 vehicles. Alumni who graduated between 1920 and 1929 reported an average number of 1.58 vehicles. For alumni graduating between 1930 and 1939, 2.15 vehicles are owned by each responding graduate. Graduates for the years 1940 to 1949 own an average of 2.09 vehicles, and alumni graduating between 1950 and 1959 reported an average of 1.77 vehicles. Graduates from the years 1960 to 1968 reported an average ownership of 1.17 vehicles.

Political Affiliation of Alumni

Twenty-two per cent of responding alumni, or 336 alumni, indicated they consider themselves politically Democratic. A total of 839, or 57 per cent, reported that they consider themselves Republican. Two hundred and sixty-five alumni responding, or 18 per cent, said they consider themselves politically independent. Seventeen alumni answered that they belong to other political parties, and six alumni did not answer the question.

Of graduates of the College of Agriculture, 25.40 per cent of the responding alumni said they are Democrats; 52 per cent said they are Republicans; 19.60 per cent said they are politically independent; and 3 per cent said they belong to other political parties.

Of graduates of the College of Engineering, 16.30 per cent said they are Democrats; 62.70 per cent they are Republicans; 20 per cent consider themselves independents; and 1 per cent belong

to other political parties.

Of graduates of the College of Pharmacy, 14.20 per cent said they are Democrats; 62.90 per cent said they are Republicans; 20.60 per cent said they are independents; and 2.3 per cent said they belong to other political parties.

Of responding graduates of the College of Home Economics, 18.50 per cent said they are Democrats; 69 per cent said they are Republicans; 12.50 per cent said they are independents; and no responding alumni from this college indicated membership in another political party.

Of the College of Nursing, 25.50 per cent said they are Democrats; 55.80 per cent said they are Republicans; 18.70 per cent said they are independents; and again, no graduates indicated membership in other political parties.

Of responding alumni from the College of Arts and Science, 32 per cent said they are Democrats; 53 per cent said they are Republicans; 10 per cent said they are independents; and 5 per cent said they belong to other political parties.

When political affiliation is considered in relation to decade of graduation, 20 per cent of the graduates before 1910 say they are Democrats; 20 per cent say they are Republicans; and 40 per cent say they are independents.

Of graduates between 1910 and 1919, 5.5 per cent are Democrats; 83.3 per cent are Republicans; and 11.2 are independents.

Of graduates from 1920 to 1929, 13.5 per cent are Democrats; 70.3 per cent are Republicans; 13.5 per cent are independents; and 2.4 per cent are members of other political parties.

Of graduates from 1930 to 1939, 14.9 per cent are Democrats; 72.3 per cent are Republicans; 8.65 per cent are independents; and less than 1 per cent belong to other political parties.

Of graduates from 1940 to 1949, 20.4 per cent are Democrats; 65.4 per cent are Republicans; and 14.2 per cent are independents.

Of graduates from 1950 to 1959, 19.3 per cent are Democrats; 61.5 per cent are Republicans; 17.8 per cent are independents; and 1.4 per cent are members of other political parties.

Of graduates from 1960 to 1968, 30.3 per cent are Democrats; 45.2 per cent are Republicans; 22.8 per cent are independent; and 1.7 per cent belong to other political parties.

Among alumni reporting both gross annual income figures and political affiliation, 4 per cent of the Democrats, 4 per cent of the Republicans, and 8 per cent of the independents have gross incomes of less than \$5,000 annually.

Thirty-eight per cent of the Democrats, 24 per cent of the Republicans, and 17.5 per cent of the independents have gross incomes of \$5,000 to \$9,999. Of those in the \$10,000 to \$14,999 bracket, 34 per cent are Democrats, 36 per cent are Republicans, and 43.5 per cent are independents.

Eighteen per cent of the Democrats, 28 per cent of the Republicans, and 23.5 per cent of the independents are in the \$15,000 to \$24,999 bracket. In the gross income bracket of \$25,000 or more are 6 per cent of the Democrats, 8 per cent of the Republicans, and 7.5 per cent of the independents.

Of those responding who graduated before 1910, 20 per cent said they supported Democrat Eugene McCarthy in the 1968 presidential primary. Twenty per cent said they supported Republican Richard Nixon; 40 per cent said they supported Republican Nelson Rockefeller; and 20 per cent said they supported Republican Ronald Reagan.

Of graduates from 1910 to 1919, 5.5 per cent supported Humphrey; 11 per cent supported McCarthy; 72.5 per cent supported Rockefeller; and 11 per cent supported Reagan.

Of graduates from 1920 to 1929, 5 per cent supported Humphrey; 7.5 per cent supported McCarthy; 2.5 per cent supported Nixon; 57.5 per cent supported Rockefeller; 25 per cent supported Reagan; and 2.5 gave no preference.

Of graduates from 1930 to 1939, 9 per cent supported Humphrey; 16.3 per cent supported McCarthy; 3.2 per cent supported Nixon; 37.7 per cent supported Rockefeller; 21.3 per cent supported Reagan; 8.1 per cent supported Independent George Wallace; less than 1 per cent supported another minor candidate; and 3.2 per cent did not answer the question.

Of graduates from 1940 to 1949, 5.8 per cent supported Humphrey; 13.4 per cent supported McCarthy; 5.2 per cent supported Nixon; 36.2 per cent supported Rockefeller; 24.5 per cent supported Reagan; 8.7 per cent supported Wallace; and 5.8 per cent did not answer the question.

Of graduates from 1950 to 1959, 4.6 per cent supported Humphrey; 13.4 per cent supported McCarthy; 7.9 per cent supported Nixon; 34.7 per cent supported Rockefeller; 24.7 per cent supported Reagan; 8.3 per cent supported Wallace; less than 1 per cent supported minor candidates; and 5.9 per cent did not answer the question.

Of graduates from 1960 to 1968, 3.8 per cent supported Humphrey; 16.2 per cent supported McCarthy; 13.6 per cent supported Nixon; 28.7 per cent supported Rockefeller; 23.6 per cent supported Reagan; 5 per cent supported Wallace; 1.6 per cent supported another minor candidate; and 7 per cent did not answer the question.

Graduates were asked which candidate they felt would have made the best president. From a total of 211 alumni responding, 15 per cent of the total selected Humphrey. Ten per cent chose McCarthy, 37 per cent selected Nixon, 25 per cent selected Rockefeller, 7 per cent selected Reagan, 1 per cent selected Wallace, and 5 per cent selected other candidates.

Political Philosophy Changes

Alumni were asked if they had changed their political philosophies since they were college students. Fifty-nine per cent said they feel their political philosophies are the same as when they were students. Twenty-one per cent said they feel their political philosophies are now more conservative, and 20 per cent said they feel their political philosophies are now more liberal.

By decades of graduation, 40 per cent of the graduates before 1910 said they are more conservative, as did 28 per cent of the graduates from 1910 to 1919; 12 per cent of the graduates from 1920 to 1929; 18 per cent of the graduates from 1930 to 1939; 23 per cent of the graduates from 1940 to 1949; 24 per cent of the graduates from 1950 to 1959; and 20 per cent of the graduates from 1960 to 1968.

By decades of graduation, 40 per cent of the graduates before 1910 said they are now more liberal, as did 16 per cent of the graduates from 1910 to 1919; 25 per cent of the graduates between 1920 and 1929; 25 per cent of the graduates between 1930 and 1939; 26 per cent of the graduates between 1940 and 1949; 21 per cent of the graduates between 1950 and 1959; and 21 per cent of the graduates from 1960 to 1968.

Attitudes About South Dakota's Image

Alumni were asked to indicate how they felt South Dakota's image stood among citizens of the nation. They were asked to check either "excellent," "good," "fair," "poor," or "terrible."

Of the 1,452 alumni who answered the question, 100, or 6.7 per cent, said they felt South Dakota's image was excellent. Of the alumni living in South Dakota, 43, or 11 per cent of those responding, said South Dakota's image across the nation was excellent. Of alumni living outside South Dakota who responded, 57, or 5 per cent, said South Dakota's image was excellent.

Alumni who said South Dakota's image was good numbered 500, or 34.3 per cent of all alumni responding to the question. For alumni living in South Dakota, 121, or 30 per cent, said South Dakota's image was good, while 379, or 35 per cent of those living outside the state, ranked its image good.

A total of 512 alumni, or 34.4 per cent, said South Dakota's image was fair. South Dakota-based alumni who thought the state's image was fair amounted to 133, or 34 per cent of all South Dakota alumni responding. Alumni living outside the state who felt South Dakota's image was fair totaled 379, or 35 per cent of the nonresident population responding.

Giving the state a poor rating were 19.4 per cent of the alumni responding. Of alumni living in South Dakota, 81, or 3 per cent, felt the state's image was poor, and nonresident alumni

who felt the image was poor amounted to 203, or 18 per cent of responding alumni.

Giving the state the rating of terrible, so far as its image across the nation is concerned, were 2.1 per cent of responding alumni. South Dakota alumni who felt this way totaled nine, or 2 per cent of South Dakota-based alumni responding, while 23, or 3 per cent of the nonresident alumni, gave South Dakota a terrible rating in regard to its image.

Just over 3 per cent of alumni responding failed to answer the question.

Table 21 shows the breakdown of opinions on South Dakota's image by decade of graduation.

Opinions on South Dakota

Alumni who were native South Dakotans, or who considered South Dakota their home state, were asked if they are proud of their South Dakota background and heritage. Of all graduates returning questionnaires and answering this question, 71.62 per cent said they are proud of their South Dakota background and heritage, 1.65 per cent said they are not proud of their heritage, 5.31 per cent said they have no opinion, and 21.40 per cent did not answer the question.

Percentages responding with an affirmative answer by colleges included: Agriculture, 69.01; Engineering, 71.91;

TABLE 21
OPINIONS OF SOUTH DAKOTA'S IMAGE
BY DECADE OF GRADUATION

Decade	<u>No Answer</u>		<u>Excellent</u>		<u>Good</u>		<u>Fair</u>		<u>Poor</u>		<u>Terrible</u>	
	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
1960-1968	18	3.50	33	5.50	152	25.60	211	35.60	160	26.30	18	3.50
1950-1959	12	2.70	30	6.70	163	36.60	162	36.50	68	15.30	10	2.20
1940-1949	3	1.80	13	7.50	62	36.60	62	36.60	27	15.70	4	1.90
1930-1939	6	4.30	11	8.00	61	44.00	39	28.00	21	15.70		
Before 1930	8	7.60	13	12.30	53	50.00	26	24.50	6	5.60		

Pharmacy, 57.14; Home Economics, 87.76; Nursing, 68.88; and Arts and Science, 72.72.

Alumni not living in South Dakota were asked if they would like to return to South Dakota if all things were equal and a job were available. Forty-four per cent said they would like to return, and 56 per cent said they would not like to return. By decade of graduation, 50 per cent of those who graduated from 1960 to 1968 said they would return; 50 per cent of those who graduated between 1950 and 1959 said they would return; 33.90 per cent of those who graduated from 1940 to 1949 said they would return; and 26.80 per cent of those who graduated from 1930 to 1939 said they would return.

Alumni not living in South Dakota were asked if they would return to South Dakota if a job were available, but at a reduced salary. One hundred forty-five, or 15.50 per cent of those responding, said they would still like to return to South Dakota. By decade of graduation, 18.30 per cent of those who graduated from 1960 to 1968 said they would still return; 15.20 per cent of those graduating from 1950 to 1959 said they would still return; 10.40 per cent of those graduating from 1940 to 1949 said they would return; and 11.20 per cent of those graduating from 1930 to 1939 said they would still like to return.

Participation in Community Activity

Most alumni responding said they are involved in community events, organizations, and activities. The 1,467 alumni who responded reported membership in 3,525 organizations.

Alumni who graduated from 1966 to 1968 reported an average of 1.4 memberships. Alumni graduating from 1960 to 1965 reported an average of 1.8 memberships. Alumni who graduated from 1950 to 1959 reported an average of 2.8 memberships. Alumni graduating from 1940 to 1949 reported an average of 3.2 memberships. Alumni graduating from 1930 to 1939 reported an average of 3 memberships; and alumni graduating before 1930 reported an average of 1.0 memberships.

The top five organizations, in which members of the classes from 1966 to 1968 hold membership or have participated, are churches, professional organizations, Parent-Teacher Associations, service clubs, and youth organizations.

Of graduates from 1960 to 1965, the top five organizations in which they hold membership or participate are churches, professional organizations, service clubs, Parent-Teacher Associations, and youth groups.

Of graduates from 1950 to 1959, the top five organizations in which they hold memberships or participate are churches, professional organizations, Parent-Teacher Associations, service

clubs, and youth groups.

Of graduates from 1940 to 1949, the top five organizations in which graduates hold memberships or participate are churches, professional organizations, service clubs, Parent-Teacher Associations, and youth groups.

Of graduates from 1930 to 1939, the top five organizations in which they hold memberships or have participated are churches, professional organizations, service groups, and, tied for fourth place, Parent-Teacher Associations and fraternal organizations.

Of graduates prior to 1930, the top five organizations in which the graduates hold memberships or participate are churches, professional organizations, Community Chest, fraternal groups, and service groups.

Vacations in Foreign Countries

Alumni were asked if, other than while serving in the armed forces, they had ever visited a foreign country. Of graduates from 1960 to 1968, 8.2 per cent said they have visited abroad. Of graduates from 1950 to 1959, 12.7 per cent said they have visited a foreign country. Seventeen per cent of the graduates from 1940 to 1949 said they have visited a foreign country. For the decade 1930 to 1939, 32.8 per cent reported they have visited abroad. For the period 1920 to 1929, 24.4 per cent said they have traveled to a foreign country, while 25 per cent of the

graduates from 1919 to 1910 said they have visited abroad.

Number of Motion Pictures Viewed

Recipients of the questionnaire were asked to estimate the number of times they had viewed a motion picture in a theater during the past 12 months. Over one-half of the alumni responding, 55.5 per cent, estimated they had seen one motion picture in a theater during that period.

The number of alumni who estimated they had seen two motion pictures in a theater during the year amounted to 6.2 per cent of the sample. Stating they had viewed three motion pictures were 12.3 per cent of the respondents, while 13.3 per cent estimated they had seen four motion pictures. Three and three-tenths per cent estimated they had seen five motion pictures, and 6 per cent said they had seen six motion pictures in a theater in the past 12 months.

Estimating that they had viewed seven or more movies during the year were 4.4 per cent of the respondents.

Smoking Habits

Three hundred fifty-nine of the responding alumni (25.2 per cent) said they smoke cigarettes regularly. Stating that they once smoked cigarettes but have quit smoking were 27.6 per cent of those answering the question. Stating that they

have never smoked were 47.2 per cent of those responding.

Of those alumni responding who graduated from 1960 to 1968, 51.2 per cent said they have never smoked, while 23.7 per cent said they once smoked, but have since quit.

Of those alumni responding who graduated from 1950 to 1959, 41.2 per cent said they have never smoked cigarettes, while 30.4 per cent said they once smoked, but have since quit.

Of alumni responding from the classes of 1940 to 1949, 43.4 per cent said they have never smoked, and 30 per cent said they once smoked, but have quit.

Of alumni responding from the classes of 1930 to 1939, 41.9 per cent said they have never smoked, and 33.5 per cent said they once smoked cigarettes but have quit.

Of members of the classes of 1920 to 1929 who returned questionnaires, 59.4 per cent said they never smoked, while 25.6 per cent said they once smoked but have quit.

Of alumni from 1910 to 1919 who responded, 66.6 per cent said they never smoked, and 2.2 per cent said they once smoked, but have since quit.

Sixteen per cent of alumni responding from the 1930, 1940, and 1960 decades smoke more than a pack of cigarettes a day, and 21.6 per cent of alumni who graduated during the 1950 decade said they smoke more than a pack a day.

Periodicals Read

The most popular periodical read by responding alumni is the trade magazine. Twenty-two per cent of alumni responding to the question listed the professional and trade magazines as being among periodicals read by them.

The news magazines, such as Time, Newsweek, and U.S. News and World Report are the next most widely read periodicals. A total of 20.7 per cent of alumni responding said they read these magazines. The next most popular magazines are the picture and feature story magazines such as Life, Look, and the Saturday Evening Post, which were listed by 16.3 per cent of responding alumni.

Financial journals and papers are read by 6.4 per cent of those responding. Magazines such as Atlantic Monthly, Harpers, and Saturday Review are read by 3 per cent of responding alumni.

Religious publications are read by 9.1 per cent of the alumni responding, while the adventure magazines, such as Saga, Adventure, and True, have readership among 3.4 per cent of those alumni who responded to the question.

CHAPTER IV

CONCLUSIONS

Because a study of this nature has apparently never before been conducted among alumni of South Dakota State University, it is difficult to draw conclusions which are based on past studies or known information about alumni. However, it is hoped that at some point in the future, a similar study will be made to compare future findings with this original undertaking.

For the time being, therefore, conclusions reached as a result of this study can be considered new information on alumni--information which previously was not known, or was based on assumption. Some of the information within this study may appear at first glance to be unimportant; but when it is used to compare with future studies, its meaning will become more apparent.

Number of Alumni in South Dakota

Based on this study, approximately 37 per cent of all graduates of South Dakota State University remain within the state after graduation. This is slightly higher than the 33.33 per cent figure which is often used to describe the instate/out-of-state ratio of alumni. It was learned from this study that younger alumni tend to leave the state, but often return to South Dakota

about 10 to 15 years later to resume residency.

A surprising result of the study was the findings of the tabulation of answers to the question concerning the nonresident's desire to return to South Dakota. Forty-four per cent of the graduates said that if all things were equal, they would return. From the Class of 1950 on to the Class of 1958, 50 per cent of all alumni responding said they would like to return. In another question, alumni were asked if they would like to return to South Dakota at a reduction in salary; about 15 per cent of responding nonresident alumni said they would still like to return.

Among the reasons most often given for wanting to return were references to "the wide open spaces," "the clean air," "a good place to raise children," "I want to come back and help South Dakota," and "relatives live there." Many others, especially male graduates, said they liked the hunting and fishing.

For alumni who said they did not want to return, reasons centered around "the political attitudes toward education in the state," "lack of cultural activities and opportunities," "conservatism of the state," and "the poor educational system."

Surprisingly, the climate was not mentioned to any great degree as a reason that alumni did not want to return. The climate is thought by many to be a main reason that people leave the state. This apparently is not so; from comments of alumni, the state is not attractive to them for other reasons. Ironically, those things

which alumni do not like about the state are elements which might be corrected if there were more college graduates within the state to help bring about desired changes.

Advanced Degrees Held by Alumni

One-fourth of all South Dakota State University alumni now hold the master's degree, the study showed, while slightly less than 6 per cent of all graduates hold the doctoral degree.

South Dakota retains fewer than its share of graduates with advanced degrees. While 37 per cent of all alumni live in South Dakota, only 15 per cent of these holding degrees at the master's level remain in the state, and only 20 per cent of those holding the doctoral degree remain.

Since 1950, the trend has been for more graduates to obtain their degrees at the master's level from South Dakota State University, while previously the majority of students went elsewhere to study for this degree. This indicates that because of South Dakota State University's ability to offer more graduate courses, more young people are now remaining in the state longer--at least for the one to two years required to obtain the master's degree. It can also be assumed that this increase in graduate students means an increase of married students on the campus and in the community. The trend toward the quest of college studies to the master's level will no doubt continue, and it will be

interesting to note if in the future an even larger proportion of alumni hold this degree.

Most alumni seeking the doctoral degree attend schools elsewhere. This is changing, the study shows; while only 8.5 per cent of those alumni holding the degree obtained it at South Dakota State University in the 1950's, 13.04 per cent of those obtaining the degree in the 1960's received their doctoral degree from South Dakota State University.

Two-thirds of all alumni receiving the degree at the master's level during the 1960's received that degree at South Dakota State University. During the 1950's, 54.3 per cent of all graduates obtaining the master's degree received it from South Dakota State University.

Most alumni who graduated from the Colleges of Agriculture, Pharmacy, and Arts and Science received their master's degrees at South Dakota State University, while students in the fields of engineering, home economics, and nursing tend to seek advanced degrees elsewhere.

Alumni Education Attitudes

It should be encouraging to all who are interested in South Dakota State University to learn that the vast majority of alumni feel that their alma mater prepared them adequately for their life's work. Nearly 85 per cent of the alumni feel this way, the

study shows.

It should also be encouraging to learn from this study that about 97 per cent of all alumni continue to retain some interest in the university, while only a very small percentage indicate they have no interest in the university.

Reasons for Selecting South Dakota State University

The findings concerning students' reasons for selection of South Dakota State University for their education should prove to be of some value to those engaged in university admissions work. The academic reputation of the university, especially among more recent graduates, had a great influence on their decision to attend this school. Costs, surprisingly, ranked fourth in importance for these more recent graduates.

From the standpoint of public relations, the likes and dislikes mentioned by alumni, especially those who graduated in the 1960's, can be a valuable guide in promoting loyalty in alumni, since graduates may tend to base all of their opinions of the university on a few likes or dislikes engendered while undergraduates. This would be especially true with the younger graduates, as time and distance have not mellowed attitudes and opinions.

Unfortunately, most of the dislikes registered by students from the most recent graduating classes stem from elements

somewhat beyond the control of the university. Students who graduated from 1960 to 1968 most disliked utilization of inadequate and unqualified staff members. This problem is tied directly to funds available for hiring and retaining good staff members. Such funds are allocated to the university by the state legislature. Also high on the list of dislikes were inadequate physical facilities, which is also related to legislative action.

It is not surprising that the most often mentioned item of pride in the university is its academic reputation. However, it was surprising to learn that the next most often mentioned source of pride was the university's athletic teams. Alumni, we find, remain interested in the university's athletic program and take pride in the school's prowess on the athletic field. Athletics, then, is an important element of public relations and alumni planning. It serves to bind together alumni of many different ages.

Nearly one-third of the alumni also say that their attitude toward the university is influenced somewhat by the win-loss records of university athletic teams. Only 10 per cent, however, said the win-loss record had any great influence on their attitude toward the university.

Relationship of Occupation to Field of Study

Nearly two-thirds of the alumni studied in areas at South Dakota State University which have a direct relationship to their current occupations. One-third are now in occupations which have little or no relationship to their courses of study.

Attitudes Toward Alumni Association

Very few alumni feel their Alumni Association is "very active." However, 59 per cent said that the association is "active." Of value to those involved in alumni relations will be the comments by alumni, concerning the association, which appear in Appendix A of this report.

Alumni Affluence

Alumni within the classes from 1930 to 1939 are apparently the most affluent and in the best position to support the university with gifts. Not only are their salaries larger, and their homes paid for, but also the children of these alumni are now nearly all out of college and on their own, relieving these financial burdens from South Dakota State University alumni from this decade.

This study showed that the peak earning period for alumni takes place approximately 35 years after graduation. It had been the unproven opinion of this writer that the university should concentrate much of its fund raising efforts on those from the

classes of from 1900 to about 1925. This study, however, suggests that fund raising and public relations efforts might better be directed toward the graduates of the 1930's, while still preparing graduates from later classes for this all-out program after they have been out of college for 30 to 40 years.

A surprising aspect of this portion of the study was that more alumni than anticipated volunteered financial information.

Nearly one-half of the graduates of the College of Pharmacy own their businesses, compared to nearly 14 per cent of all the graduates owning their businesses. Many more alumni are in business-oriented professions and in supervisory positions. This should be of value in appraising present and future course offerings of a business nature.

It was determined that over two-thirds of all alumni own stocks or bonds. Among older alumni, more than eight of every ten alumni own stocks or bonds. Among the younger alumni who have graduated since 1960, more than half said they owned stocks or bonds. This information may be helpful in establishing a more forceful program for stock and bond gifts from alumni to the university.

Location of Alumni

The study revealed that 14.7 per cent of all graduates of the College of Agriculture live on farms, but that more than half

live in small towns, cities, and rural areas.

Graduates of the College of Engineering tend to migrate to jobs in the larger population areas. Over one-fourth of the graduates of the College of Engineering live in metropolitan areas with populations of over one-half million people.

Most graduates of the College of Pharmacy live in small towns and small cities of up to 25,000 people. Very few--only 14 per cent--live in cities of over 100,000 population.

Over one-half of all graduates of the College of Home Economics live in areas of less than 25,000 population. Just over 10 per cent marry farmers, the study showed. Since graduates of this college are predominantly women, their place of residence probably depends in large measure on where their husband is located.

One-third of the graduates of the College of Nursing live in small cities of up to 25,000 residents. Again, their residence may depend upon their husband's occupation.

Nearly one-third of the graduates of the College of Arts and Science live in small cities of up to 25,000 people.

Concerning all alumni from all colleges, about 7 per cent live on farms, and about 15 per cent live in metropolitan areas. Over one-half of all graduates live on farms, or in cities and towns of less than 25,000 population.

South Dakota's Image

South Dakota State University's more recent graduates tend to feel that the state's image is fair or poor in the eyes of their fellow citizens throughout the nation, while the older graduates give the state's image a somewhat better classification.

Over 65 per cent of the graduates from 1960 to 1968 said they felt the state's image was either fair, poor, or terrible. About one-fourth of the 1960 to 1968 alumni responding said the image was good, and just over 5 per cent said it was excellent.

For the graduates from 1950 to 1959, about 54 per cent felt the state's image was either fair, poor, or terrible.

It appears from a study of Table 21 that younger graduates may tend to base South Dakota's image classification on their own opinions of the state. Perhaps, as they grow older, their opinions of South Dakota's image tend to be less harsh, as indicated by the more enhancing opinion of the state's image by the older graduates.

However, the study shows that even among older graduates, the state's image is apparently not what it should or could be across the nation.

During preparation of this thesis, officials of the South Dakota Industrial Expansion and Development Association (I.D.E.A.) contacted South Dakota State University to determine if the university or the Alumni Association had lists of alumni who would

return to South Dakota if jobs were available. Since many alumni signed the returned questionnaires, some information of this type is now available.

The I.D.E.A. group also desired additional data on alumni attitudes which might be of value to provide to industrial organizations interested in establishing industrial outlets in the state. For this purpose, the findings of this paper will be made available to the South Dakota Industrial Expansion and Development Association.

APPENDIX A

ALUMNI COMMENTS ON ALUMNI ASSOCIATION

Following are comments by alumni on the Alumni Association, offered by respondents graduating before 1920:

Publications are very good.

Too many have no contact.

Apologize for my inactivity.

More clubs needed in major cities.

It compares with larger schools.

No group active in my area.

More Dave Doner visitations.

Meetings locally held in places to which I don't go.

Needs strong leadership.

It has been very good to me.

Following are comments on the Alumni Association made by respondents who graduated between 1930 and 1939:

It's active, but irrelevant.

Getting better.

Occasional letter and meeting.

Needs revitalizing under personable and strong leadership.

Needs re-orientation to current needs.

Cannot see that it does anything that interests me.

Not active in eastern Iowa.

Very active in some areas, not in others, like Ames.

Enjoyed few meetings I was able to attend.

Needs strong leadership in the person of director.

Should be more communications.

All I hear is a letter demanding money.

Much better than other schools, especially Big 10 schools.

Good solicitors, but poor publicators.

Magazine relates much activity and items of interest.

Following are comments on the Alumni Association made by respondents who graduated from 1940 to 1949:

No activities in our area of South Dakota.

Inactive in this part of South Dakota.

We get literature at regular intervals.

Would like to see greater effort to unite various classes.

Black Hills division hasn't met for several years, should.

I like to receive alumni news.

Public relations are important. This can be effective method.

Activity has shown great interest in last 10 years.

Room for improvement.

From all the material I receive they must be active.

Never hear about any activities.

Could be a lot more active in certain areas.

Hard for us to keep interested due to varying ages of alumni.

Active in state, less so as distance increases.

Feel athletic aspects get too much attention.

Could be much improved.

Becoming more active.

Around Denver it is inactive.

Following are comments on the Alumni Association made by respondents who graduated between 1950 and 1959:

Alumnus Magazine shows it is active, but not in New England.

I am informed of an occasional meeting in my area.

Association should have more branches.

It seems it is becoming active.

Activity seems to have increased in last five years.

Only contact is the news letter.

Our local meetings are sporadic, not too interesting.

Should be gung-ho like School of Mines.

Only literature is request for money.

Always asking for handouts.

Seems much more active the last five years.

This area needs much work--USD has a much better program.

I've only been contacted when they want money.

Have not received literature since leaving SDSU 10 years ago.

Receive more info on SDSU than my wife who attended Fordham U.

My husband and I enjoy receiving alumni news.

Needs to get the young alumni interested.

Appreciate receiving the Alumnus.

Only contact is appeal for money.

I attended one meeting, very unorganized. Disgusting;

Roslyn, S.D.

I sure get a lot of letters.

Publications are fine.

Much more successful than most state schools its size.

Small contributors, like myself, are not solicited in Minnehaha County.

Disappointing turnout at Alumni meetings.

We need a new, personable director.

Improving, but was dead when I went to school.

Active only in fund raising and annual meetings. Inadequate scope of activities.

The association gives the feeling they are only interested in money they can get.

Active only where money is involved.

A regular, professional program.

Following are comments on Alumni Association made by alumni who graduated between 1960 and 1968:

I am not receiving Alumnus magazine.

Appreciate the alumnus magazine.

Too conservative.

Could try harder.

They send enough junk for money.

The director doesn't do anything that could really interest alumni unless for money.

I am not a formal alumni member.

Never hear from them.

What is the alumni association???

Why do you forget about people who graduated in mid-year?

Enjoy getting publications.

Mr. Mullinix has been most cooperative and helpful.

I think they could make better use of us.

Went to Ohio meeting. Nothing happened.

I am not aware of the Alumni Association.

Does not appear strong to me.

Should do more with South Dakota legislators.

I very much appreciate the work alumni association does for me.

Much improved from eight years ago.

On Hobo Day they have a dinner.

Mostly active in contributions.

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APPENDIX B

QUESTIONNAIRE AND COVER LETTER

Dear _____,

I am writing to you regarding the survey of _____, which is part of a larger study on _____.

The survey is a self-administered questionnaire that will take approximately 10-15 minutes to complete. It contains questions about _____, _____, and _____.

The information you provide will be used to _____, and your responses will be kept confidential.

The survey is being conducted by _____, a research assistant at the University of Michigan.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

The survey is being conducted as part of a larger study on _____, which is being conducted by _____.

Thank you for your participation in this survey.

Sincerely,

Research Assistant

SOUTH DAKOTA STATE UNIVERSITY
BROOKINGS, SOUTH DAKOTA 57006



OFFICE OF THE PRESIDENT

Dear Alumnus:

South Dakota State University is attempting to obtain a profile of the Alumni of this institution so that we might be better able to get to know our alumni and to better appraise alumni attitudes, opinions and the graduates impact on the economic, social and cultural participation in the community and the nation. We would also like to know how you now feel about your education and your alma mater.

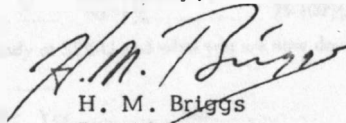
We have in the past been "operating in the dark" so to speak--so far as our knowledge of how alumni think and feel and work and play. We'd like to get reacquainted with the thousands who are graduates of State.

I know that you will want to assist us in gaining some knowledge of the total alumni body and that is why I am sending you the enclosed questionnaire which I hope you will take a moment to fill out.

You need not sign the questionnaire unless you wish to do so. Your comment, let me assure you, will be confidential. What we are seeking here is a total alumni profile, not information on individual graduates.

Thank you very much for your assistance in this survey and for your prompt return of the questionnaire in the enclosed postage-paid envelope.

Sincerely,


H. M. Briggs
President

HMB:dkg

ALUMNUS PROFILE SURVEY

SOUTH DAKOTA STATE UNIVERSITY

You need not sign questionnaire.
Thank you for your participation.

1. Age 2. Male Female
3. Single Married Separated Divorced Widowed
4. Where do you presently live? Farm Small town (up to 2,500)
- Small city (up to 25,000) Medium city (up to 100,000)
- Big city (up to 500,000) Metropolis
5. Did you graduate from SDSU? Yes No
- 6-7. Year Graduated
8. College, check one: Ag Eng Pharm Home Ec Nursing
- Arts & Science Other
- 9-10. Major
11. Did your spouse graduate from, or attend SDSU? Yes No
12. As you look back on your education at SDSU, which of the following best describes your feelings?
- My training was an advantage to me, and I am delighted that I attended because
- My training was an advantage to me, but I wish I had gone to school elsewhere because
- My training was not an advantage to me, but I am pleased that I attended because
- I regret having attended SDSU because
13. How do you rate South Dakota State University?
- Outstanding for its size, location and background. Average for its size, location and background.
- Above average for its size, location and background. Below average as university.
14. From what you know of admission requirements at SDSU, they are:
- Too high About right Not high enough Not qualified to say
- As a student at State, what did you most dislike about SDSU
- As a student, what was your greatest source of pride in SDSU
15. While a student at SDSU, what portion of your college expenses did you earn yourself during summer and after class jobs?
- none 1-24% 25-49% 50-74% 75-100%
16. Is there a relationship between your major course of study at SDSU and what you are now doing for a living? Much
- Some Little None
17. Have you received your MS or MA degree from SDSU? Yes No
18. Doctorate from SDSU? Yes No
19. MS or MA from school other than SDSU? Yes No
20. Doctorate from school other than SDSU? Yes No
21. Does the success or failure of SDSU's athletic team influence your attitude toward SDSU in any way?
- Much Little Depends on particular game Not at all Please comment:
22. What would best describe your interest in SDSU today? Vitaly interested.
- Interested Slightly interested.
- Not interested. Never think about SDSU any more.

23. From what you know of the SDSU Alumni Association it is: Very active..... Active..... Inactive..... No opinion.....

Comment

24. Have you participated in any scheduled alumni activity in your area in the past five years? Yes..... No.....

25. While a student at SDSU, what income bracket did you feel would be adequate for you? Less than \$5,000.....

\$5,000-9,999..... \$10,000-14,999..... \$15,000-24,999..... \$25,000 or more..... Never thought about it.....

26. What is your approximate gross annual income today?

27. If you are not now working in South Dakota:

Assuming a position similar to the one you now hold was available in South Dakota, all things being equal, would you take it? Yes..... No..... Explain why.....

28. If you are not now working in South Dakota:

Assuming a position similar to the one you now hold was available in South Dakota, but with reduced pay, would you be willing to return to South Dakota and take a reduction in salary? Yes..... No.....

Please explain.....

29-30. State in which you live.....

31-32. How many years have you lived there?

33. Since graduation, how many times have you moved from one city to another?

(Not counting the move from Brookings to your first job.)

34. Since graduation, for how many different firms have you worked?

35. If you do not now live in South Dakota, did you move from the state immediately after graduating from SDSU, or did you live in South Dakota for a time before moving?

..... Moved out of state immediately after graduating.

..... Lived in South Dakota following graduation, then moved from state.

..... Moved from South Dakota after graduating, returned to South Dakota for a period of time, then left again.

36. If you presently make your home in South Dakota, have you lived in South Dakota since graduation? Yes..... No.....

Left, but returned again.....

37. If you live outside South Dakota, how many times have you been back for visits or vacations since graduation?

38. If a native of South Dakota, are you proud of your South Dakota background and heritage? Yes..... No..... No opinion.....

39. Do you feel South Dakota's image across the nation is: Excellent..... Good..... Fair..... Poor..... Terrible.....

In a few words, can you describe the main reason you selected SDSU as your school?

40. What is your religious affiliation? Protestant..... Catholic..... Jew..... Other..... None.....

41. Have you changed your religious affiliation since college? Yes..... No.....

42. Not counting travel in the military, have you ever vacationed abroad? Yes..... No.....

43. Are you retired? Yes..... No.....

44. Do you own your own business? Yes..... No.....

45. For how many years have you (did you, if retired now) owned your own business.....

46. Your present position or title.....

47-48. Field in which you are (or were until retirement) employed.....

49-50. How many years have you been with your present employer?

51-52. How many people do you supervise?

53. Do you now hold public office? Yes..... No.....

54. Have you ever held public office? Yes..... No.....

55. Do you consider yourself a: Democrat..... Republican..... Independent..... Other(specify).....

56. In the 1968 Presidential election, which presidential candidate did you support?

Democratic..... Republican..... Other.....

57. Discounting candidates nominated at the 1968 political conventions, which of the pre-convention candidates below do you feel would be the best president?

Humphrey..... McCarthy..... Nixon..... Rockefeller..... Reagan..... Wallace..... Other.....

58. Are you an active party worker? Yes..... No.....

59. As compared with your college days, would you say that your political, social and economic thinking is now:

More conservative..... About the same..... More liberal.....

60. Which of the below best describe your church-going habits? Attend at least once a week..... At least twice a week.....

At least once a month..... At least twice a month..... Once a year..... Twice a year.....

Never.....

61. In the last 12 months, how many motion pictures would you estimate you have seen (not counting those shown on television)

62. Do you own stocks or bonds? Yes..... No.....

63. Do you attend athletic events? Yes..... No.....

64. Do you participate in sports? Yes..... No.....

65. Which one do you enjoy most.....

66-67. How many hours a week would you estimate you now spend watching television?.....

68. Check off all the following periodical groups in which you read regularly:

..... Life, Look, Saturday Evening Post..... McCalls, Good Housekeeping, Ladies Home Journal

..... Time, Newsweek, U. S. News and World Report..... Religious publications

..... Fortune, Business Week, Wall Street Journal..... Professional publications

..... Atlantic, Harpers, Saturday Review..... Adventure Magazine, Saga, True, etc.

..... Others, Please List.....

69-70. In what community activities do you presently take part?

None..... Community Chest..... Red Cross..... Chamber of Commerce.....

PTA..... School Board..... Service Group..... Civic Group.....

Labor Organization..... Youth..... Fraternal..... Professional..... Church..... Patriotic.....

71. How many cars are there in your family (yours plus your spouses and unmarried children)?.....

72. Do you believe in a Supreme Being? Yes..... No..... Not sure..... Have no opinion.....

73. How many children do you have?.....

74. Do you have hospitalization insurance? Yes..... No.....

75. Group..... Non-group.....

76. Do you smoke cigarettes? Yes..... one pack or more per day..... Yes, less than a pack a day..... Used to smoke, but have quit..... No, I have never smoked.....

77. Do you:

..... Live in a home you own outright?

..... Live in a house you are currently paying for?

..... Rent a house?

..... Live in an apartment or room?

..... Other (specify).....

If you were seated in the SDSU's President's Office talking with the President, what would be your advice to him regarding administration and operation of your alma mater. (Please be frank in comments kind or critical).

Signed

Note: You need not sign questionnaire